

ARISH JOE

Product Designer | Fintech & Enterprise SaaS | Design Systems

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PROFESSIONAL SUMMARY

Product Designer with 9+ years designing financial and enterprise software — invoicing, payments, banking, payroll and expense workflows at Intuit QuickBooks, and an eight-year rebuild of an integrated business platform used by 1,500+ organisations at Pronto Software, where I led the design team.

I work from the problem, not the screen. The brief said improve the UI; research showed people could not make a decision from it. The brief said fix translation; discovery showed a system architecture failure. I design end to end — discovery, flows, wireframes, prototypes, production-ready UI — then stay with engineering until it ships the way it was drawn. Eight years owning a design system taught me consistency at scale is mostly typography, spacing and restraint applied with discipline.

CORE CAPABILITIES

- **End-to-End Experience Design** — User research, journey mapping, personas, information architecture, interaction models, wireframing, prototyping, developer handover.
- **Complex Financial & Enterprise Workflows** — Invoicing, payments, banking, payroll, CRM, HR, point of sale, distribution, reporting.
- **Design Systems & Standards** — System ownership, governance, component libraries, design tokens, variants, type scales, documentation, versioning.
- **Stakeholder Engagement** — Discovery workshops, design thinking sessions, design studios, co-design, executive presentations.
- **User Research** — 200+ sessions — usability testing, focus groups, interviews, card sorting, heuristic evaluation, A/B testing, analytics.
- **Design-Engineering Layer** — Tokens to CSS variables, component models, code-based prototyping (Cursor AI, Figma Make), build reviews with engineers.
- **Accessibility & Responsive Design** — WCAG 2.2 AA, accessibility audits, inclusive design, responsive and multi-platform delivery.
- **Design Tools** — Figma, FigJam, Adobe XD, Miro, Askable, Jira, Confluence.
- **Agile Delivery** — 9+ years sprint-based delivery, Scrum, Kanban, cross-functional squads.
- **Design Leadership** — Led a design team, mentored designers, championed evidence-based practice.
- **AI-Assisted Workflow** — Claude, Cursor AI, Figma Make — concept exploration, rapid iteration, code-based prototyping.

PROFESSIONAL EXPERIENCE

Product Designer (Contract) | Intuit QuickBooks

Oct 2025 – May 2026 | Australia (Remote)

Embedded in the payments and financial management product team, designing for the highest-value subscriber segment across Invoicing, Payroll, Banking, Expenses, Reporting and Customer Management.

- Led discovery with customers and internal stakeholders that identified a feature discoverability failure — high-value subscribers believed features already included in their subscription required additional payment. Used that evidence to influence the product roadmap and designed a contextual prompt system that removed unnecessary support contact.
- Partnered with Product and Engineering to redesign high-frequency business workflows — one-click bulk invoice approvals and a unified customer financial view — reducing daily task completion time for power users.
- Designed the premium-tier dashboard as a financial command centre, surfacing system-generated insights (anomaly detection, payment pattern change, cash flow risk) into the daily workflow.
- Delivered wireframes, high-fidelity prototypes and developer-ready specifications across six product areas, adapting as priorities shifted.

Product Designer | Pronto Software

Sep 2017 – Jul 2025 | Melbourne, VIC, Australia

Led the design team on Pronto Xi, a fully integrated enterprise business platform used by 1,500+ organisations, through an 8-year transformation programme from legacy desktop software to a modern web platform — while remaining hands-on across 24 redesigned modules. Partnered continuously with Product Managers, Engineers, Data, Infrastructure and business stakeholders, joining strategic conversations early rather than receiving finished requirements.

Design Standards, Component Libraries & Design System

- Built, governed and maintained the enterprise design system across its full 8-year life — components, variants, design tokens, usage documentation, versioning and governance — the single source of truth for every team building on the platform.
- Reduced design-to-development handover time by 40% by producing production-ready designs with detailed specifications, structuring components around the model front-end frameworks consume, and reviewing implementation directly with engineers.
- Drove adoption and consistency across 24 modules and multiple delivery teams, lifting design capability organisation-wide through documentation, feedback and coaching.

CRM — Customer Relationship & Sales Management Redesign

- Led the end-to-end UX redesign of the Pronto Xi CRM module — user research, stakeholder workshops, persona development and journey mapping — to optimise customer relationship and sales management workflows.
- Designed role-based CRM dashboards tailored to key personas including Sales Representatives, Sales Managers, Customer Service and Account Managers, surfacing contextually relevant KPIs, leads, opportunities, customer activities and actionable insights.
- Created scalable information architecture, interactive prototypes and reusable design system components in Figma, ensuring a consistent experience across the Pronto Xi ERP ecosystem while collaborating closely with Product Managers and engineering teams.
- Validated solutions through usability testing and iterative design improvements — streamlining CRM workflows, reducing cognitive load, improving task efficiency and driving higher user adoption across enterprise customer-facing teams.

Enterprise Transformation Programmes

- NTS — Unified Employee Experience Platform: identified that a fragmented ecosystem of six disconnected HR and payroll systems was a product strategy problem rather than a screen redesign task, and proposed a new platform direction instead of executing the requested feature list. Led design across 60+ Agile sprints over 2+ years with a nine-discipline cross-functional team. Reduced onboarding administration time by 45%, validated through research.
- Internationalisation Re-Architecture: appointed by the CMO to resolve an ill-defined failure that had defeated three prior attempts across 15 years. Challenged the assumption that it was a translation problem, reframed it through discovery and stakeholder interviews as a system architecture failure, then designed and validated the solution end to end.
- Point of Sale — Role-Based Experience Architecture: pushed back on a stakeholder brief to add more features, used research evidence to demonstrate the real problem was information architecture, and redirected the initiative. Presented a strategic platform recommendation assessed against three alternatives; approved and implemented across 1,500+ client organisations.
- Data Grid — Enterprise UX Transformation: reframed the brief from a UI improvement to a decision-support system design problem, achieving 35–45% task efficiency gains and adoption as the platform standard.
- Dashboard — Role-Based Workspace Redesign: reframed a brief for a visual refresh into a platform architecture problem — every user, regardless of role, saw the same generic dashboard. Designed one configurable component framework serving 24 modules, with role-based workspaces and AI-generated insights surfaced in context. Reduced unnecessary widgets by 45% and cut daily task access from four steps to one.

Stakeholder Engagement & Design Leadership

- Facilitated discovery workshops, design sprints and co-design sessions with business and technical stakeholders, translating process and technical constraint into agreed design direction.
- Presented design concepts and strategic recommendations to senior business, engineering and executive stakeholders — using research and data to influence outcomes.

- Mentored less experienced designers and championed evidence-based design practice across the wider team, so good practice outlived any single project.

UX Designer | Intuit QuickBooks

Jan 2014 – Jul 2015 | India

- Designed interaction patterns and high-fidelity UI across Invoicing, Expenses, Banking, Payroll and Reporting, building foundational expertise in financial product design and user-centred interaction design.
- Collaborated with Product and Engineering through iterative Agile sprint cycles, contributing to component libraries and developer handover.

SELECTED IMPACT

- 9+ years across enterprise-scale digital transformation programmes.
- 8 years owning a single enterprise design system — built, governed and adopted platform-wide.
- 40% reduction in design-to-development handover time.
- 1,500+ organisations using platforms I designed; 24 modules redesigned.
- 200+ user tests, focus groups and design studios — moderated and unmoderated.
- 45% reduction in onboarding administration time; 35–45% task efficiency gain adopted as the platform standard.

EDUCATION

UX Design Immersive (Diploma) — General Assembly, Melbourne, Australia (2016)

Master of Business Administration (MBA), Strategic Management — University of Wales, United Kingdom (2008–2009)

Bachelor of Technology (B.Tech), Information Technology — Mahatma Gandhi University, India (2002–2006)

CLIENT SECTORS

Design delivered for enterprise clients across retail, manufacturing, distribution, mining, safety, automotive parts, gaming technology and consumer sectors — among 1,500+ organisations across Australia and internationally.

AVAILABILITY

Location: Melbourne, VIC — available for onsite, hybrid and remote engagements.

Work rights: Australian Citizen — full working rights, no sponsorship required.